

FOR IMMEDIATE RELEASE

**VESUVIO'S RESTAURANT TO OPEN SECOND LOCATION IN FORMER
FARMER'S SUPPLY/PIER 35 BUILDING IN UPTOWN ROXBORO**

Roxboro – September 7, 2007

The Roxboro Area Chamber of Commerce Economic Development Center and the Roxboro Uptown Development Corporation (RUDC) today announced the sale of Pier 35 (formerly Farmer's Supply) to Vesuvio's Restaurant. Pier 35 had been for sale for some time and the Economic Development Center and RUDC have worked together for months to locate a suitable buyer.

One of the factors that impacted Vesuvio's decision to locate uptown was the City of Roxboro's low interest loan program as well as the façade grant program, thus proving the value of both of these incentive programs for economic development.

Vesuvio's II will open as a family oriented Italian-style café complete with a salad bar and will have pizza, calzones, lasagna, and stromboli among it's menu selections. The newly renovated interior of the restaurant will also have a game room for kids and meeting space for civic groups and private parties. Vesuvio's II is expected to open in mid-November.

Owners and cousins Luigi Schiano and Giovanni Scotti are excited about opening their new restaurant, which will be operated by another cousin, Cristina Massa.

"We can't wait to open Vesuvio's II in Uptown Roxboro and intend to provide the good food and excellent service we are known for in our current location," said Schiano.

Commenting on the sale, Jean Overton with the Economic Development Center said, "I've been working very hard to get the right business to locate in the former Farmer's Supply location, contacting restaurateurs both inside and outside Person County. I think we have found the right people to run this restaurant in Uptown Roxboro and I know the community will be supportive of this family business."

Steve Joyner, Executive Director of RUDC added, "Vesuvio's is known for quality food and service and this second location will add to the dining options in Roxboro. The great reputation Vesuvio's brings with them is an asset to Uptown Roxboro and I am thrilled we will soon have a Vesuvio's II open for lunch and dinner."

Joyner and Overton also had praise for Lacy Winstead and the Hall family who worked hard to help make the sale and proposed renovation of the building a possibility.

“Clearly the Hall family saw value in having a restaurant of this caliber locate in their building in uptown Roxboro and they have been great to work with. The Halls really made the deal come together,” said Joyner.

Luigi Schiano added his appreciation for the efforts of the community in helping his family open this new business.

“We want to thank Jean Overton with the Chamber’s Economic Development Center and Steve Joyner with RUDC for the assistance they provided as we looked to expand our business. They really paved the way and made the whole process easy,” commented Schiano.

About RUDC

The Roxboro Uptown Development Corporation is a nonprofit organization comprised of volunteers who are interested in improving the Roxboro and Person County community. The mission of the RUDC is to plan and implement the continued revitalization of Roxboro by encouraging community involvement and providing an organizational framework in which ideas will evolve into practical solutions for Roxboro’s future by using the North Carolina Main Street four-point approach as a guide.

About the Economic Development Center

The Roxboro Area Chamber of Commerce Economic Development Center is a nonprofit organization whose mission is to recruit new businesses and to provide assistance to existing businesses who desire to expand their presence in Roxboro and Person County.

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